

FANGIRL LFW DEBUT WITH ALL BLACK CGI
GENDER-FLUID CATWALK



**LONDON
FASHION
WEEK**
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It's 18th September 2020, and the world is fighting two global pandemics; racism and Covid-19. In the face of adversity, however, is the opportunity to write a new future - a future with better representation, greater opportunity and self-expression without limits.

Despite intermittent advances in recent years, the black community is still under-represented within the fashion industry. Crucially, the intersectionalities that make black individuals individual are overlooked, and therefore rendered invisible.

Unified By Colour, the latest drop from non-gendered apparel and accessories brand, FANGIRL, is about showcasing all the shades we wear and are. By shades we don't just mean skin tone - we mean all the attributes that make us, us. It's about togetherness through difference, especially within the black community. Black is a political term that unifies us, but because of its power we are often seen as one homogenous identity. We're not. We are layered, diverse, and multi-dimensional individuals, who sit across many spectrums. The collection is a celebration of everything that makes a single identity within the community so unique, explored through the lenses of gender, race, ability, sexuality and more.

To mark the collection's launch, FANGIRL has collaborated with Digi Gxl and the Institute of Digital Fashion (IoDF) to create a catwalk challenging the current representation of the black LGBTQI+ community. Fully digital and featuring bespoke CGI avatars - each modelling the collection their

own way - the gender-fluid catwalk aims to both disrupt the status quo and demonstrate digital's potential to drive innovation and inclusivity in the face of adversity.

The CGI models featured on the runway will act as a channel for diverse experiences across the black diaspora, and were created with the aim of sparking a wider conversation about access, audience and representation within the industry.

Hosted on Hunger magazine's website on 18th - 22nd September 2020, the brand's debut catwalk will be unpacked in an editorial feature on the process with founder and creative director of FANGIRL, Rani Patel Williams, co-founder of IoDF, Leanne Elliot Young, and Cattyay, co-founder of the IoDF and director of Digi-Gxl.

The feature will also include 'interviews' with each of the five catwalk models, based on answers generated by an AI trained using a bespoke diaspora data set. Built and developed by Play Nice, the use of real contributions from an array of people across the black diaspora - who identify themselves across the range of intersections embodied in the catwalk - was key to eliminating unconscious bias in the creative development of the project and further demonstrates the inclusive potential of digital within the fashion industry.

The project was produced by IoDF, with each avatar handcrafted by the Digi-gxl community in line with the concept developed by FANGIRL.

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For further press enquiries please email Rani at rani@fangirl.world

ABOUT FANGIRL

FANGIRL is the first independent project from creative and entrepreneur Rani Patel-Williams. Founded in 2020, the non-gendered hand accessories brand is inspired by Black and LGBTQI+ club culture, travel and diaspora. Through its bold prints and inclusive online community, FANGIRL seeks to encourage self-expression without limits, as well as share stories of individuals from those marginalised communities. In June, FANGIRL premiered its first documentary in line with Pride on Refinery29 which explores the Black identity and how gender, sexuality, religion and community intersect with it. Find out more @fangirl_world or at www.fangirl.world.

RANI PATEL-WILLIAMS (SHE / HER)

Rani Patel-Williams is a London based creative and entrepreneur who has spent over 12 years in the creative industry. Rani holds the firm belief that brands can be purposeful, affecting real change at a local and societal level. Throughout her career, she's turned this belief into reality time and time again, delivering impactful, female-led category work.

Notable pieces of work include an Adidas London campaign championing female visibility and challenging fixed ideas about inclusion in the spheres of sport, art and culture, and a ground-breaking campaign for breast cancer charity Coppafeel! which put the UK's first naked female breast on daytime TV and saw an upsurge in public awareness of breast cancer prevention.